

## SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A SPORTING GOODS SUPPLY CHAIN MANAGEMENT FRAMEWORK

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### ABSTRACT

A system, method and computer program product are disclosed for managing a sporting goods supply chain utilizing a network. A network is utilized to receive data from a plurality of sporting goods outlets of a sporting goods supply chain in which the data  
10 relates to the sale of sporting goods by the sporting goods outlets. An electronic order form is generated based on the data for ordering sporting goods from a sporting goods distributor of the sporting goods supply chain. The data is transmitted via the network to the sporting goods distributor of the sporting goods supply chain. The data is also transmitted to a sporting goods supplier of the sporting goods supply chain utilizing the  
15 network. Additionally, activity in the sporting goods supply chain is forecast utilizing the data.